



DEPARTMENT OF THE ARMY  
HEADQUARTERS, 10<sup>TH</sup> MOUNTAIN DIVISION (LIGHT INFANTRY) AND FORT DRUM  
FORT DRUM, NEW YORK 13602-5000

REPLY TO  
ATTENTION OF:

DEC 15 2009

AFDR-CG

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Installation Policy Memorandum 09-25, Fort Drum Community Outreach Program

1. Reference: AR 600-20 designates the Senior Commander responsible for serving as spokesman to the civilian community. A large part of this responsibility is the Community Outreach Program. The Garrison Commander (GC) is my executive as Senior Commander for Community Outreach. While Outreach is the responsibility of every leader on Fort Drum, the GC is the lead for me. The Public Affairs Officer (PAO) is the primary staff officer to execute this program by Army Regulation and Policy. Since Fort Drum runs a consolidated PAO operation, the GC has tasking authority over the PAO officer for this function.
2. Supersession: This memorandum supersedes and replaces Installation Policy Memorandum 09-25, Fort Drum Community Outreach Program, dated 20 Jul 09.
3. This purpose of this policy is to direct leader participation in the Community Outreach Program. Fort Drum has an image problem that stems from a lack of knowledge, outdated perceptions, folklore, and poor marketing. I am making it the responsibility of every field grade officer, senior noncommissioned officer, and civilian leader on Fort Drum to assist in properly marketing Fort Drum. We have one of the most modern installations in our Army, home to the Army's finest Light Infantry Division, with endless opportunities for the Soldiers, Families, and civilians that live and work on Fort Drum. It is time we educate the uninformed and misinformed about our well-hidden secret.
4. The Community Outreach Program will consists of local, state, and national level engagements targeted at informing potential recruits, new recruits, Soldiers of all ranks, Family members, and civilians. Engagements will consist of guest speaking opportunities, briefings, radio and TV interviews, periodical articles, and multi-media interactive resources. Every effort will be made to bring key leaders and groups to Fort Drum, who have never visited Fort Drum, to expose them to our installation. Marketing products will be provided to every leader, upon request, to facilitate their engagement efforts. The attached matrix (Enclosure) should help to shape our efforts with a few outreach examples.
5. I charge the aforementioned leaders to plan and incorporate outreach engagements on every TDY trip, hometown visit, and during any public/private venue that supports. Leaders should reach out to local recruiting stations, training installations, civic groups,

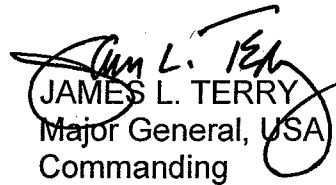
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and high schools, to name a few, to make presentations on Fort Drum and the 10th Mountain Division during official travel. Please report all outreach engagements to the PAO so we can track our efforts.

6. The point of contact for this policy is the Public Affairs Officer, 772-7634.

Encl

  
JAMES L. TERRY  
Major General, USA  
Commanding

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